



## **Ariana® Pharma enters viral hepatitis partnership with Bio-Rad, INSERM and Beaujon Hospital**

### **Hepachronix project will pool expertise to develop and market an in vitro diagnostic kit for chronic, viral hepatitis**

**Paris, France, November 22, 2010** – Ariana(R) Pharma, a leader in decision support tools and services to accelerate the development and optimal use of drugs and biomarker discovery, announces today that it has entered into a partnership to improve the diagnosis and prognosis of chronic hepatitis.

Ariana is collaborating with AP-HP (Beaujon Hospital) and INSERM joined center of excellence for viral hepatitis and Bio-Rad France to apply its novel technology to the discovery of new biomarkers. The Hepachronix project pools their collective expertise to identify, develop and market new tools for the early diagnosis of fibrosis and for the prognosis of resistance to treatment. Diagnostics specialist Bio-Rad leads this 3-year-project.

This project aims to deepen understanding of the processes by which liver fibrosis (in HCV patients) evolves from an early, mild stage to serious liver diseases such as cirrhosis and hepatoma carcinoma. Detecting patients at the early stages of fibrosis is critical to treat them as early as possible. However, a rough 40 per cent of HCV infected patients do not respond to standard antiviral treatment. Hence the Hepachronix project aims to develop additional biomarkers to characterize patients responder status, and to adapt the therapy.

“Ariana(R) Pharma is looking forward to applying its expertise and KEM(R) technology to the diagnosis and prognosis of hepatitis which chronically affects many hundred million patients worldwide.” said Mohammad Afshar, CEO of Ariana(R) Pharma. “The identification and validation of new sets of biomarkers have the potential to improve diagnosis and treatment of these major public health problems.”

Ariana(R) Pharma and its partners have received funding from the French FUI and from the Ile de France region and will share the royalties from sales of the envisioned in vitro diagnostic reagents that will be marketed by Bio-Rad Laboratories. The announcement reflects Ariana(R) Pharma’s leading position in identifying biomarkers and demonstrates the strength of its KEM(R) (Knowledge Extraction and Management) platform for disease diagnosis.

Taking part in the Hepachronix project also further demonstrates Ariana's commitment to the field of biomarker identification and validation. This follows the recent announcement of the adoption of its KEM(R) technology by the FDA.

KEM(R) will be used to complement traditional statistical tools to identify signature probes and has the ability to combine genomic and proteomic data with patient characteristics to maximize the probability of an effective test. The KEM(R) system is able to generate, assess and prioritize hypotheses, handle missing data and optimize multiple objectives enhancing conventional methods of analysis.



**About Ariana(R) Pharma** <http://www.arianapharma.com>

Ariana(R) Pharma delivers pioneering multi objectives decision support tools to dramatically accelerate and improve the discovery, development and safety of pharmaceutical products. Its KEM(R) knowledge extraction and management platform comprehensively mines data, including data other systems neglect, and helps scientists take simultaneous decisions involving multiple criteria and objectives. The company has established a rapidly growing software business through collaboration and licensing agreements with some of the largest pharmaceutical and biotechnology companies. Ariana(R) was founded in 2003 and is headquartered in Paris, France.

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